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## Just Published!

# MANUAL of MEDICAL and SURGICAL EMERGENCIES

*Edited by*

**J. C. GEIGER, M. D.**

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With the collaboration of fifty-four specialists, Dr. Geiger presents specific information on the handling of all common medical and surgical emergencies. Drugs, poisonings, fractures, severed tendons, head injuries, facial repair, cardiac emergencies, burns, rashes and skin diseases, rape, emergencies of children, gunshot wounds, and other urgent conditions are given in detail for rapid diagnosis and treatment.

Each specialist has written of the emergencies common to his practice. Each chapter is a concise, clear explanation of the reliable procedures to be followed. Instructions are exact and meticulously accurate.

The book is divided into three parts: General Considerations; Medical Emergencies; and Surgical Emergencies. In addition to the actual care to the injured, there is vital information on laboratory procedures, equipment needed, routines to be observed, reports to be recorded, emergency hospital service and regulations, and a welcome chapter on the legal problems of physicians.

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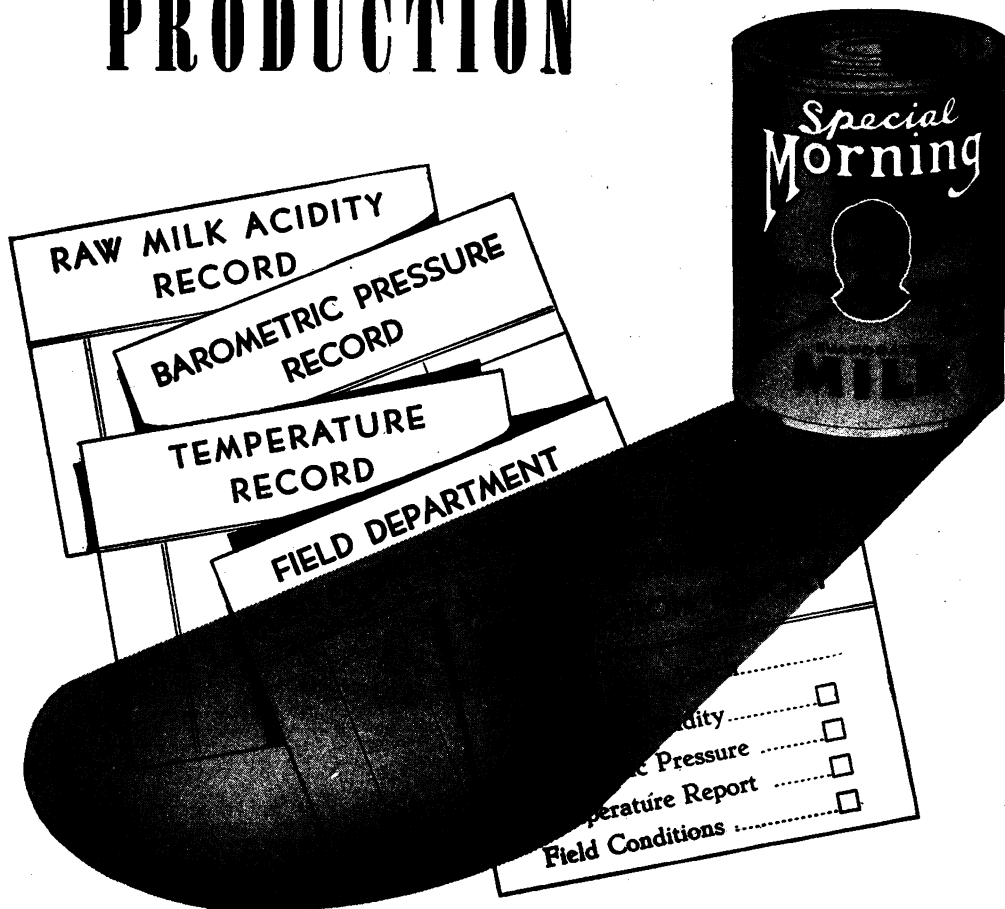
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**BIRTHDAY CARDS WITH ENVELOPES, SAMPLE BOX.** 40 cents. Thousand cards, with envelopes, \$3.45. Address: Nichols Company, Kingston, Georgia.

**FOR SALE (IN CENTRAL CALIFORNIA): FIVE YEARS'** established general surgical and medical practice; 65 per cent surgery. Population, 15,000. Cash gross, \$10,000, 1938; \$10,550, 1939; June 1, 1940, \$6,150. Office rent only expense; introduction; leaving to specialize; completely equipped office including x-ray, eye room, complete filing and bookkeeping system. Excellent opportunity for young physician beginning practice. Will be able to gross \$400-\$500 monthly at beginning. Total price, \$4,500. \$1,500 cash minimum to handle. Address, Box 800, California and Western Medicine, 450 Sutter Street, San Francisco.

**DOCTOR'S RESIDENCE, OFFICE AND BUSINESS FOR** sale. Residence and office modern. Location, Victory Highway. Small, prosperous city in Nevada. Will sell for price of real estate. Sixty per cent on mortgage, payable as rent. Purchaser introduced. Owner retiring. Address, Box 820, California and Western Medicine, 450 Sutter Street, San Francisco, California.

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**PHYSICIAN WANTED TO TAKE OVER NEW SUITE** offices, six rooms just completed, one story modern professional building—\$50 month rent. Exceptional location, fast growing section Los Angeles City; proportion, one doctor 1,200 population; young salaried class home owners, adjacent movie and aeroplane industry. Marvelous chance for young internist just starting practice. Sub-lease by physician due to sickness. Address, Physician, Suite 209-211, 5504 Hollywood Boulevard, Hollywood, California, or phone GR 5810.

**Cites First Relapsing Fever Case to Be Reported in** Oklahoma.—The first case to be reported in Oklahoma of relapsing fever, an acute infectious disease often found in certain tropical countries, but rarely observed in the United States, is cited by Dr. W. P. Neilson, Enid, Oklahoma, in *The Journal of the American Medical Association*.

The disease is characterized by recurrent attacks of fever and chills. The causative microorganisms are spirochetes of the genus *Treponema*, generally transmitted to man by means of ticks and lice. Although Doctor Neilson found the organism in his patient's blood, he was unable to determine the origin of the infection. "The patient has not been away from her immediate vicinity," he says. "No foreign guest has visited the home. There is no history of an insect bite or any other external lesion. The patient lives on a farm in the wheat plains area; rodents are very few. She does no outside farm work."

The drug nearsphenamin produced a cure.

While a child is acquiring an education he should be doing things he will have to do while he is earning a living.—Henry Ford.

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431 Sutter Street

SAN FRANCISCO, CALIFORNIA

*The Original School for Training Medical Secretaries*

Public Medical Stenographic and Mimeographic Service available at all times.

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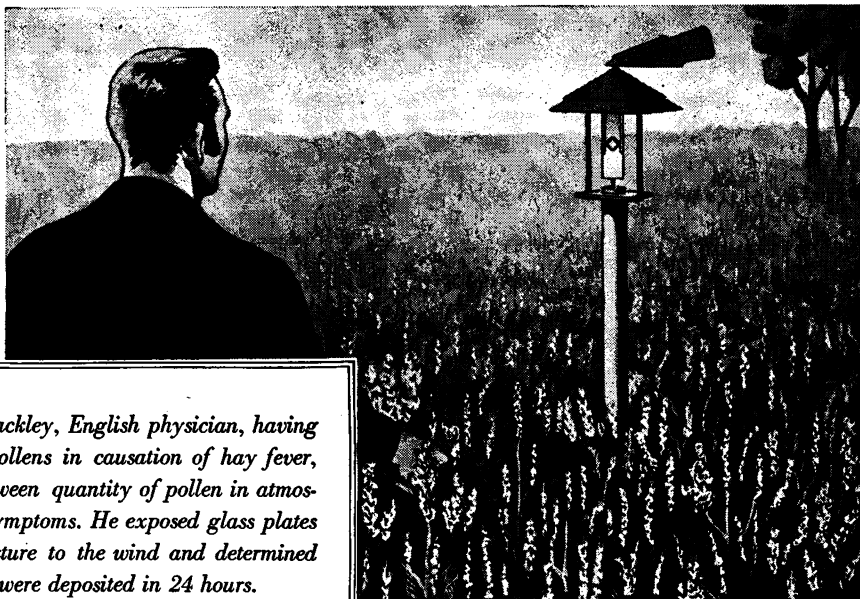
### La Loma Feliz

SANTA BARBARA • CALIFORNIA

Residential school, Kindergarten through College Preparatory, for boys and girls handicapped by heart disease, asthma, and kindred ailments.

INA M. RICHTER, M. D., Medical Director

JOHN A. ROBINSON, Senior Master



*In 1870, Charles H. Blackley, English physician, having established the role of pollens in causation of hay fever, investigated relation between quantity of pollen in atmosphere and intensity of symptoms. He exposed glass plates covered with a sticky mixture to the wind and determined how many pollen grains were deposited in 24 hours.*

## POLLEN HYPERSENSITIVITY

To the large class of hay fever sufferers who demand palliative relief from the unpleasant sneezing, lacrimation and nasal engorgement, a degree of welcome comfort is provided in the use of

## NEO-SYNEPHRIN HYDROCHLORIDE

(laevo-alpha-hydroxy-beta-methyl-amino-3 hydroxy ethylbenzene hydrochloride)

The various dosage forms of Neo-Synephrin Hydrochloride provide a range of potency and application suitable for all types and degrees of nasal allergy.

**EMULSION**— $\frac{1}{4}\%$  (1-oz. bottle with dropper)

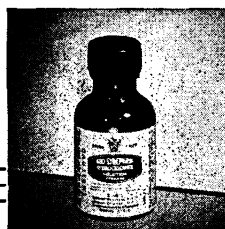
**SOLUTION**— $\frac{1}{4}\%$  and 1% in saline solution (1-oz. bottle)

$\frac{1}{4}\%$  in Ringer's Solution with Aromatics (1-oz. bottle)

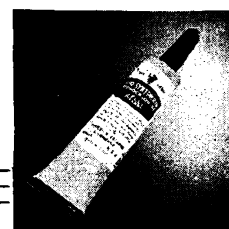
**JELLY** — $\frac{1}{2}\%$  (in collapsible tubes with nasal applicator)



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SOLUTION



JELLY

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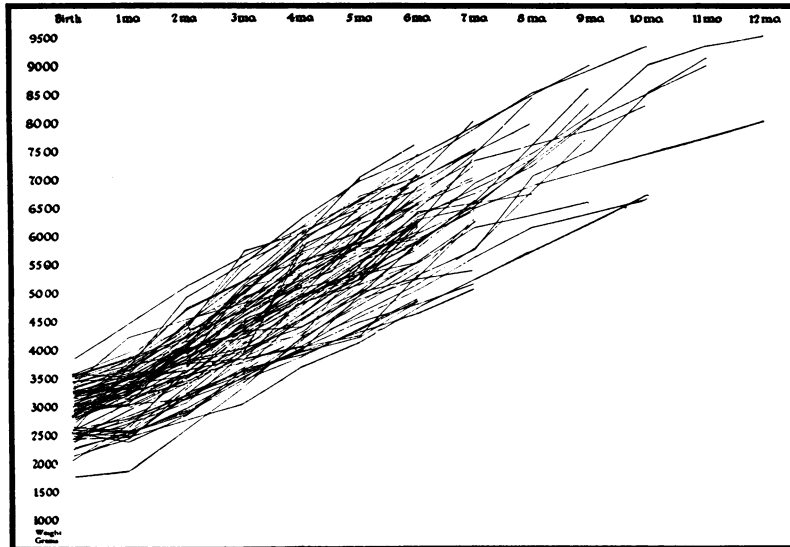
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SYDNEY, AUSTRALIA

# Uniformly Good Results



## *75 Consecutive Cases Fed on Similac*

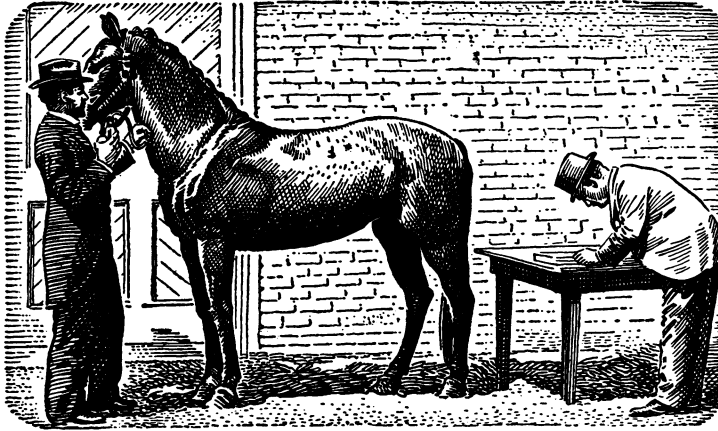
These weight curves represent the progress of consecutive infants fed on Similac for six months or longer at a well known hospital. Notice the low initial loss, the rapid return to birth weight, and the consistent gain thereafter. There was not a single instance of gastro-intestinal upset in the group. Name of hospital on request.

Made from fresh skim milk (cream modified) with added lactose, salts, milk fat, and vegetable and cod liver oils.



# SIMILAC } SIMILAR TO BREAST MILK

M & R DIETETIC LABORATORIES, INC. • COLUMBUS, OHIO



*Injecting the first "diphtheria horse"  
at the Parke-Davis Laboratories.*

## The young doctor who called on Von Behring

The year—1894. Treatment of diphtheria was largely a matter of topical applications to the throat, and "watchful waiting." Then came the news of von Behring's discovery of diphtheria antitoxin.

Dr. E. M. Houghton, a brilliant new member of the Parke-Davis staff, was promptly sent to Vienna—to learn first-hand from the great scientist the details of diphtheria antitoxin production and use. Soon Parke, Davis & Company established the first commercial biological laboratory in America, and today holds U. S. License No. 1 for the manufacture of biological products for human use.

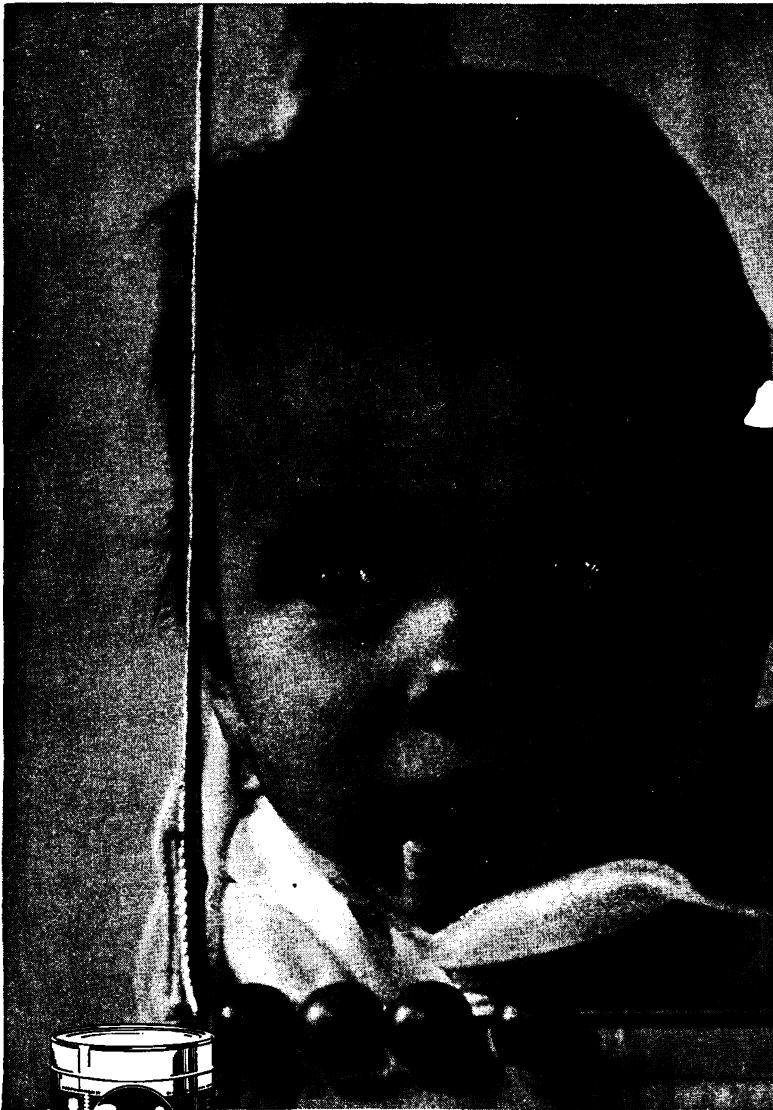
The courage to pioneer has been characteristic of Parke-Davis since the first years of its existence. In the 1870's came the introduction of cascara. A few years later, the first chemically standardized fluid extracts were introduced. Then, in the '90's came *physiological* standardization. Since the turn of the century, Adrenalin . . . Pituitrin . . . Pitressin and Pitocin . . . Ventriculin . . . Meningococcus Antitoxin . . . Mapharsen.

By broadening and extending its research activities year by year, this Company seeks to fulfill its traditional obligation to the cause of Medicine.

**PARKE, DAVIS & COMPANY**



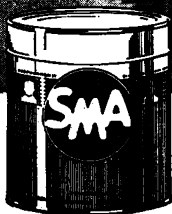
PIONEERS IN RESEARCH ON MEDICINAL PRODUCTS



# Are You FEEDING



# a Suitable FAT?



**Yes, Some Fats Do Upset Them. Yet a proper fat is an essential part of every infant's diet. The addition of carbohydrate cannot compensate for the absence of a sufficient amount of a suitable fat.**

**SMA fat resembles human milk fat—has the same chemical and physical characteristics. And because SMA fat is like human milk fat the SMA carbohydrate is lactose, the only sugar present in human milk.**

The percentages of fat, protein, carbohydrate and ash are the same as those in human milk and when prepared according to the physician's directions SMA is essentially similar to human milk.

Therefore, SMA may be fed to normal full-term infants without modification or change for the same reason that it is not necessary to modify human milk.



***Normal infants relish SMA—digest it easily and thrive on it.***

**S.M.A. CORPORATION • 8100 McCORMICK BOULEVARD • CHICAGO, ILL.**



Three servings per day of COCOMALT comprise an extremely valuable means of supplementing vitamins and minerals in both normal and therapeutic diets. The customary daily ration of three servings of COCOMALT contains:

Vitamin A	2400 I. U.
Vitamin B <sub>1</sub>	225 I. U.
Vitamin G	150-225 S. B. U.
Vitamin D	402 I. U.
Calcium	450 mg.
Phosphorus	480 mg.
Iron	15 mg.

# Cocomalt Alone

## Gives High Nutritional Value



In almost every instance COCOMALT is served with milk . . . yet the nutritional value of milk may vary to such an extent through the seasons that an analysis of COCOMALT and milk may prove misleading. The actual analysis of vitamin-mineral rich COCOMALT (determined by monthly bio-assay) is so well controlled that it is constant at *all* seasons.

The rich full flavor of COCOMALT is an added incentive to both young and old to drink milk. Quick energy . . . body-building nutrients are all present in this malted food dietonic.

**R. B. DAVIS COMPANY**

HOBOKEN • NEW JERSEY



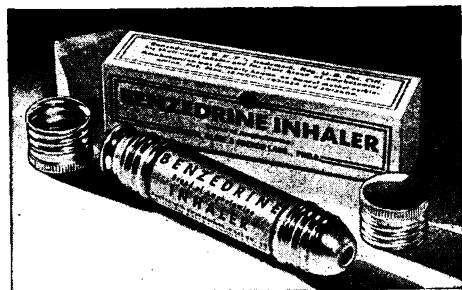
Weeks of acute misery, or weeks of comparative comfort? To the hay fever sufferer 'Benzedrine Inhaler' often makes just that difference.

Illustrative motif based on Balyeat's Allergic Diseases: Their Diagnosis and Treatment, 4th edition. Copyright, F. A. Davis Company, Publishers.

# BENZEDRINE INHALER

*A VOLATILE VASOCONSTRICTOR*

SMITH, KLINE & FRENCH LABORATORIES, PHILADELPHIA, PA.



Each tube is packed with amphetamine, S.K.F., 325 mg.; oil of lavender, 97 mg.; menthol, 32 mg. 'Benzedrine' is S.K.F.'s trademark, Reg. U. S. Pat. Off.



EST. 1841

## STUDIES IN THE AVITAMINOSES

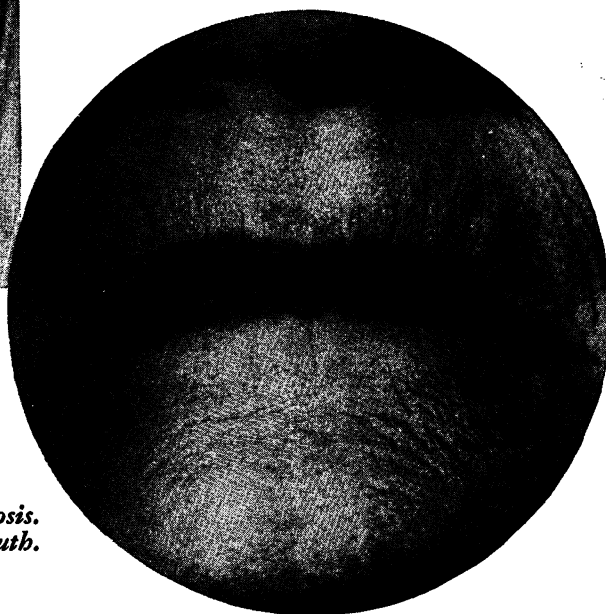


This page is the eighth of a series on vitamin deficiencies presented by the research division of The Upjohn Company because of the profession's widespread interest in the subject. A full color, two-page insert on the same subject appears in the July 20 issue of The Journal of the American Medical Association.



*Coexisting riboflavin deficiency and pellagra, showing cheilitis and the characteristic glossitis.*

**T**HE manifestations of riboflavin deficiency in man have been recognized as such only recently. Frequently they occur in conjunction with pellagra, and consequently the characteristic lesions may not be apparent until the pellagra has been overcome.



*The cheilitis of ariboflavinosis. Note fissures at angles of mouth.*

## The Clinical Manifestations of Riboflavin Deficiency

**T**HE most prominent lesion of riboflavin deficiency is a cheilitis characterized by reddening of the lips due to exfoliation of the epithelium, and radiating fissures at the angles of the mouth. There may also be seborrheic lesions in the nasolabial fold and on the alae nasi. According to Krause, Sydenstricker, Sebrell, and

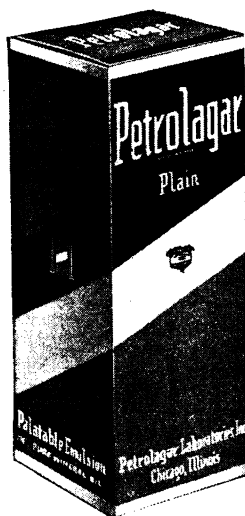
Cleckley, riboflavin deficiency produces a magenta color of the tongue. As stated by these investigators, when riboflavin and nicotinic acid deficiencies occur in the same individual, the fiery red tongue of pellagra may change under the influence of nicotinic acid to a magenta color which disappears only after riboflavin therapy.





*With a Restricted Diet-*

## \* \* **Petrolagar**



When the diet is lacking in bulk and moisture consider the use of Petrolagar Plain. It provides bland, unabsorbable fluid to the bowel, helps soften hard, dry fecal masses and encourages regular comfortable bowel movement.

Petrolagar is effective over a long period of time without increasing the dosage. It is, therefore, especially desirable in many instances for patients on a restricted diet as an aid to normal Habit Time for Bowel Movement.

Samples of any of the Five Types of Petrolagar—Plain, with Phenolphthalein, with Milk of Magnesia, Unsweetened or with Cascara, will be sent to physicians upon request.



*Petrolagar . . . Liquid petrolatum 65 cc. emulsified with 0.4 Gm. agar in a menstruum to make 100 cc.*

Petrolagar Laboratories, Inc. • 8134 McCormick Boulevard • Chicago, Illinois

## HUMAN CALCIUM REQUIREMENTS

● The formation of bone or calcareous tissue is probably the best known use of dietary calcium by the animal body. However, calcium—as the ion or in the form of its compounds—is also concerned with certain other vital physiologic activities, among them normal cardiac function and the normal clotting of blood. The importance of an optimal dietary supply of calcium, therefore, should be immediately apparent. Nevertheless, it appears that many American diets may be deficient in this essential mineral.

Investigations have established within limits the daily needs of humans for calcium (1, 2, 3, 4, 5). By means of balance studies—in which the extent of calcium intake and excretion is closely followed—it has been possible for investigators to arrive at estimates of the daily amounts of this mineral required in various phases of the life cycle. In addition, it has been possible to study the effect of specific factors which may influence calcium utilization, such as vitamin D, phosphates, or certain anions in foods.

As to human daily calcium requirements, some differences apparently exist between the estimates of various authors. However, an allowance of 1.0 gram of calcium per day for children appears well supported by the evidence. For adults, conservative opinion is well expressed in the following quotation (5):

"From the evidence . . . it follows that with the requirement—in the sense of estimate of minimal need with allowance for variations—now put at about 0.75

gram per day for adult maintenance, the women of the population should have an average of about 1 gram per day to provide for the occasional exercise of the functions of pregnancy and lactation without undue tax upon the mother; and that the men of the population should also have an average of about 1 gram of calcium per day, if they are to be nutritionally at their best."

Protective diet formulation has recently been admirably described (5). The basic pattern of modern diet planning provides that milk—whole or the various forms of canned milk—be included in the ration in such amounts that practically the entire calcium requirement for the individual is supplied from that source alone. Other foods which supply significant amounts of calcium (5) and which normally should be included in the varied diet, serve as supplementary sources of this essential mineral. By this means, the calcium requirement of the individual should be adequately met.

Attention might well be directed to the part which commercially canned foods might play in diet formulation to assure ample calcium intake. Milk in various forms, as well as other foods commonly regarded as valuable sources of calcium, are included among the several hundred available canned foods. The use of these foods according to the modern diet plan should assist materially in providing for an optimal supply of this essential mineral.

## AMERICAN CAN COMPANY

230 Park Avenue, New York, N. Y.

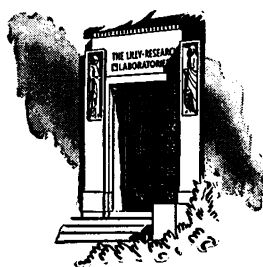
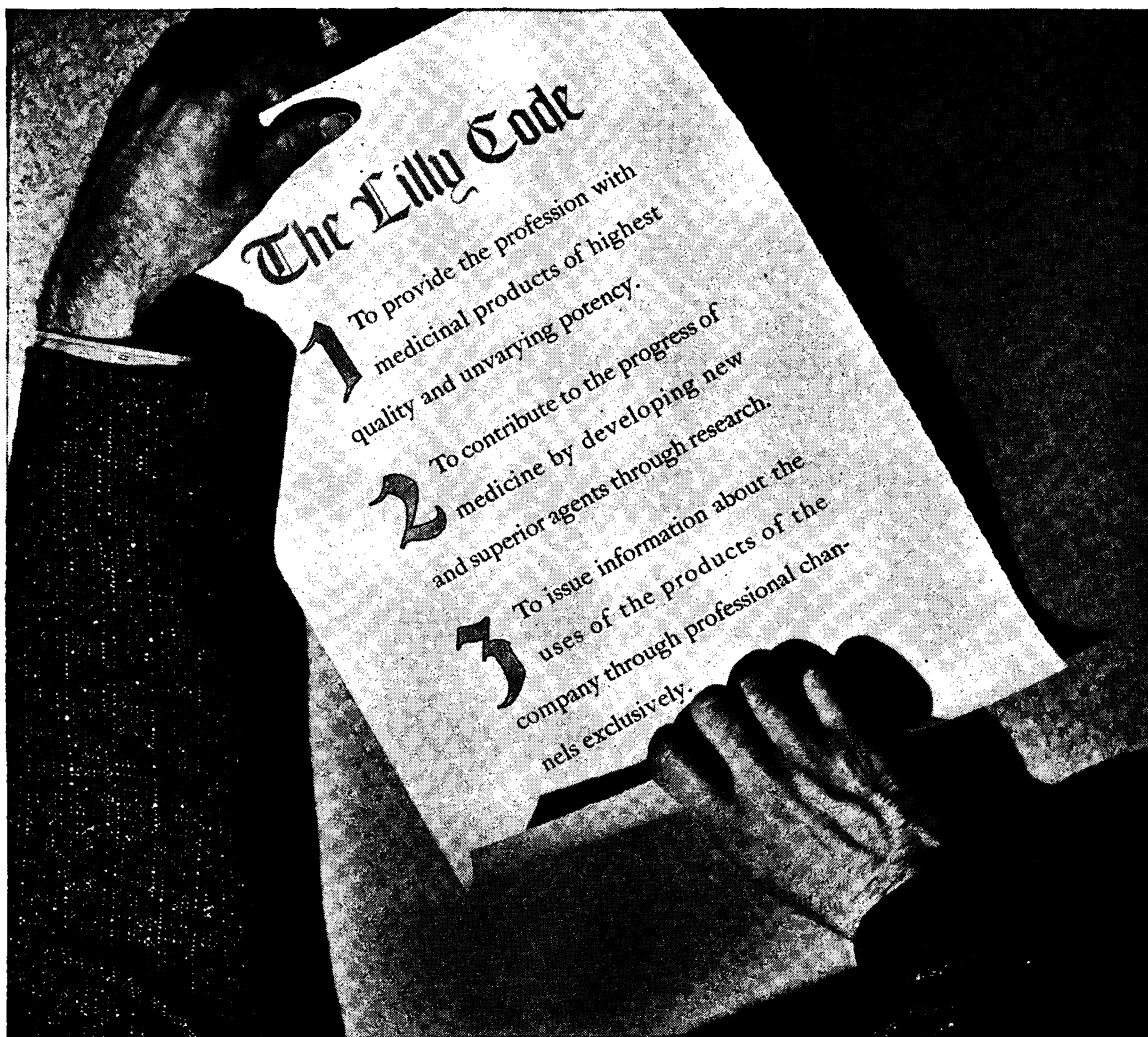
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3. 1937. Nutrition Abstracts and Reviews 6, 553.
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5. 1939. Food and Life, Yearbook of Agriculture, U. S. Dept. Agri., U. S. Government Printing Office, Washington, D. C.

*We want to make this series valuable to you, so we ask your help. Will you tell us on a post card addressed to the American Can Company, New York, N. Y., what phases of canned-foods knowledge are of greatest interest to you? Your suggestions will determine the subject matter of future articles. This is the sixty-second in a series, which summarizes, for your convenience, the conclusions about canned foods reached by authorities in nutritional research.*



The Seal of Acceptance denotes that the statements in this advertisement are acceptable to the Council on Foods of the American Medical Association.



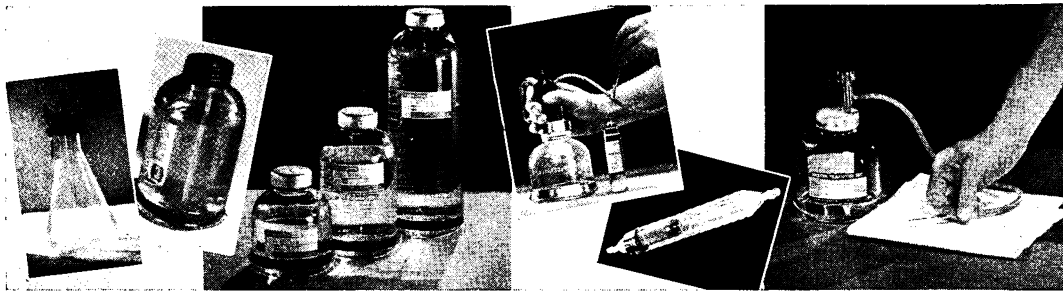
## Dependable Antiseptic

'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly), germicide of many uses, is noted for its general applicability to all types of clinical antiseptics and for its compatibility with body tissues.

In addition to Tincture 'Merthiolate' and Solution 'Merthiolate' the antiseptic is available in special preparations of jelly, cream, ointment, and suppositories.

**ELI LILLY AND COMPANY**

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1929

1931

1934

1935

1936

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1938

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1929: FIRST to supply bulk Parenteral Solutions commercially in vacuum containers. 1931: FIRST to supply solutions in a perfected container with band, bail, permanent metal identification disk, and vacuum index—the exclusive Va-

coliter. 1934-'35-'36: FIRST to supply a container with tamper-proof closure, and in 500 and 2000 as well as 1000 cc. size—the Perfected Vacoliter . . . 1937: FIRST to supply Vacuum Blood Transfusion Sets. 1938: FIRST to

supply a clot-proof blood Filter—the exclusive FILTERDRIP. 1939: FIRST to supply a completely closed, indirect, aseptic Blood Transfusion set — the BAXTER Transfuso-Vac.

## Continuing LEADERSHIP

WITH BAXTER, Leadership is a continuing responsibility. Year after year BAXTER has steadily extended the usefulness of the products it pioneered, being the first to supply the recognized requirements, and offering features that have become standard . . . making Parenteral Solutions safer . . . perfecting BAXTER'S 21-Test procedure to assure solutions of the highest quality . . . supplying solutions of all the more widely used formulae . . . developing the perfected Vacoliter—a thoroughly satisfactory container with exclusive index of vacuum . . . providing solutions in 500, 1000 and 2000 cc. sizes.

\* \* \*

In 1939, BAXTER'S outstanding contribution was the now widely accepted technique of blood transfusion with unbroken asepsis . . . a technique revolutionary in its simplicity, ease and positive operation, utilizing the exclusive Transfuso-Vac, Valve and stainless steel, clot-proof Filterdrip, with 2½% Sodium Citrate in Physiological Solution of Sodium Chloride.

In 1940, BAXTER Leadership in development is continuing, with results that may well prove of major importance in its chosen field.

On request, editorial bulletins describing . . . BAXTER'S Parenteral Solutions . . . the new Transfuso-Vac technique of blood transfusion.

### DON BAXTER, INC.

RESEARCH AND PRODUCTION LABORATORIES

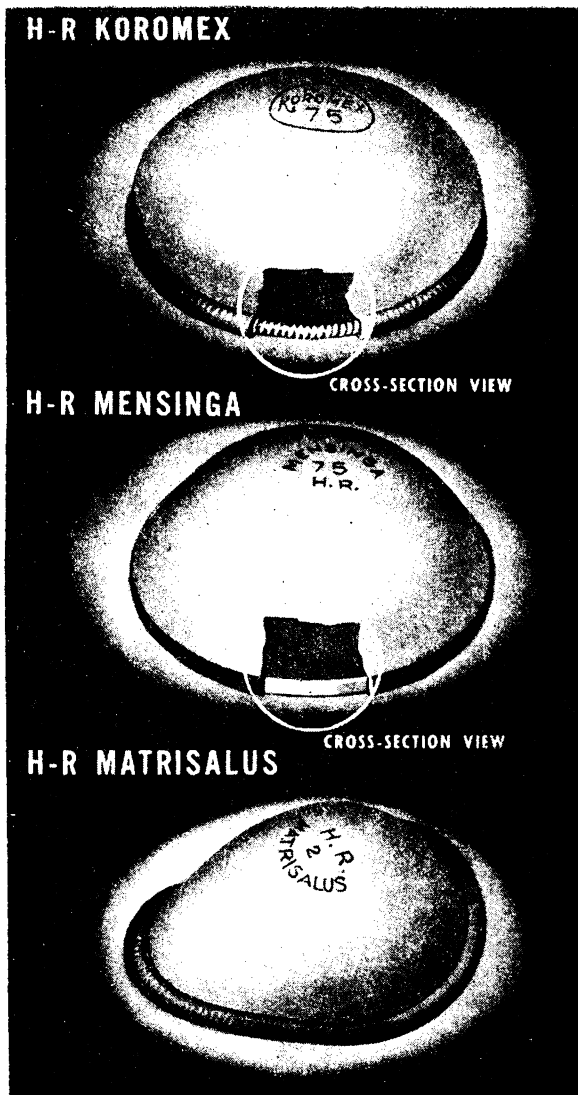
GLENDAL, CALIFORNIA

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# Diaphragms for EVERY Condition



**HOLLAND-RANTOS** offers a most complete line of diaphragms. We invite inquiries concerning specific conditions.

• • •

The *H-R Koromex* diaphragm (coil spring type) is available in sizes from No. 50 to No. 105 mm., and is indicated for use in all normal anatomies.

The *H-R Mensinga* diaphragm (watch or flat spring) is available in sizes from No. 50 to No. 90 mm. including half sizes, and is indicated where there is a slight redundancy of the mucosa of the retro pubic space, or a slight relaxation of the anterior vaginal wall.

The *H-R Matrisalus* diaphragm is available in sizes—No. 1 to No. 6 corresponding to 65, 70, 75, 80, 85 and 90 mm. This special shaped diaphragm is indicated in cases of cystocele or prolapse where, owing to relaxed vaginal walls, the ordinary diaphragm cannot be retained in position.

Send for copy of "Physician's Diaphragm Chart  
and Fitting Technique"

## HOLLAND-RANTOS CO., Inc.

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# A BARRY TRADITION

**that continues to save time and  
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» » In this age of "production line" printing speed, we have never forgotten that the best basis for a business transaction is *personal interest* in your order. Sixty years ago the founders of our company understood how to serve well and they passed along their knowledge from generation to generation.

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**SIXTY-ONE YEARS OF PRINTING PROGRESS**

**170 South Van Ness Avenue, San Francisco**

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# HIS FIRST CEREAL FEEDING



The baby's first solid food always excites the parents' interest? Will he cry? Will he spit it up? Will he try to swallow the spoon? Far more important than the child's "cute" reactions is the fact that figuratively and physiologically this little fellow is just beginning to eat like a man.



**I**T is a fortunate provision of Nature that at the time the infant is ready to receive the nutritional benefits of cereal, his taste is unspoiled by sweets, pastry, condiments, tobacco, alcohol and other things to which adult palates and constitutions have become conditioned.

Many a parent, with limited knowledge of nutrition, attempts to do the baby's tasting for him. Partial to sweets, the mother sweetens her child's cereal. Disliking cod liver oil, she wrinkles her nose and sighs: "Poor child, to have to take such awful stuff!" The child is quick to learn by example, and soon may become poor indeed—in nutrition, as well as in mental habits and psychological adjustment.

Appreciating the importance and difficulties of the physician's problem in establishing and maintaining good eating habits, Mead Johnson & Company continue to supply Pablum in its natural form. No sugar is added. There is no corresponding dilution of the present protein, mineral and vitamin content of Pablum. Is this not worth while?

Pablum consists of wheatmeal (farina), oatmeal, wheat embryo, cornmeal, beef bone, alfalfa leaf, brewers' yeast, sodium chloride, and reduced iron.

---

## **P A B L U M** is now supplied in **TWO NEW SIZES:**

(1) 1 lb. 2 oz. replacing the 1 lb. size and offering 2 extra ounces without additional charge; and (2) the new ½ lb. size. This size is small enough to be easily grasped in one hand, is convenient for traveling, and requires only a small outlay of money. Both sizes are more economical in comparison with the former 1 lb. size.

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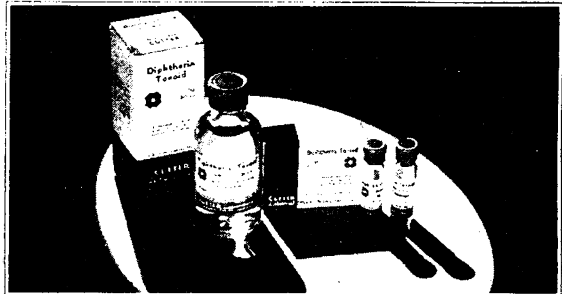
**MEAD JOHNSON & COMPANY, Evansville, Ind.**

# Good "Specifications"



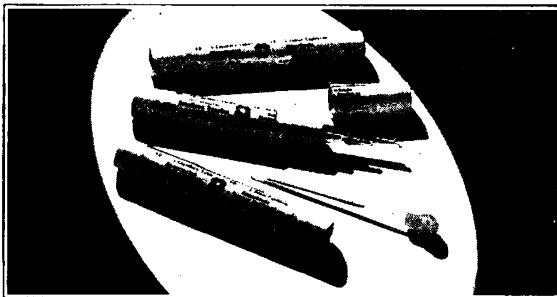
## CUTTER DIPHTHERIA TOXOID (Alum Precipitated)

Recommended in public health work where cost is a deciding factor, or in rural districts where repeated injections are impractical. Full 1 c.c. Cutter dose prevents the reactions due to the greater concentration of alum in the  $\frac{1}{2}$  c.c. dose.



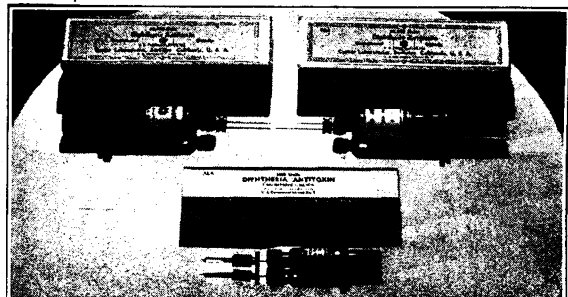
## CUTTER DIPHTHERIA TOXOID (Regular)

Recommended for private practice or for public health work in urban areas where cost is not the deciding factor, as recent reports indicate a more rapid loss of immunity following the single dose of the alum precipitated product.



## SMALLPOX VACCINE (Cutter)

Available in both regular and green dyed vaccine. Reaches your hands directly from Cutter refrigeration rooms, in a more potent condition than is possible with vaccine shipped across country.



## DIPHTHERIA ANTITOXIN (Cutter)

Extremely concentrated antitoxin low in total solids—a concentrate that approximates, for all practical purposes, an almost pure solution of antibodies. In a smooth working syringe that comes to you ready to use.



## MULTIPLE RABIES VACCINE (Cutter)

Available in 7-dose packages, hence more economical, as treatment can be discontinued when the biting animal is non-rabid, without leaving useless doses on your hands. The full 1 c.c. dose avoids the sterile abscess formation occasionally occurs when lower dilutions are used.



## CUTTER PHASE I PERTUSSIS VACCINE (Concentrate)

Produced after the method of Madsen, as modified by Sauer, from cultures that are not only fresh but proven to be in Phase I, the immunological phase. Concentrated to 20 billion organisms per c.c. instead of the usual 10 billion, hence requires only a single injection at each visit.

**W. H. K. LABORATORIES Berkeley, California**